

Course Outcome

MBA I SEMESTER

MS 101 - Management Process and Organizational Behavior

Course Outcome: After completion of this course, the students will be able:

- Demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization.
- Demonstrate the applicability of analyzing the complexities associated with management of individual behavior in the organization.
- Analyze the complexities associated with management of the group behavior in the organization.
- Demonstrate how the organizational behavior can integrate in understanding the motivation (why) behind behavior of people in the organization.

MS 103 - Decision Sciences

Course Outcome: After completion of this course students will be able to

- Create effective mathematical solutions to analytical problems.
- Create effective solutions to computing challenges in analytical projects.
- Effectively organize and manage datasets for analytical projects.
- Critically analyze problems and identify analytical solutions.
- Communicate analytics problems, methods, and findings effectively orally, visually, and in writing.

MS 105 - Managerial Economics

Course Outcome: After completion of this course students will be able to

- Understand the roles of managers in firms
- Understand the internal and external decisions to be made by managers
- Analyze the demand and supply conditions and assess the position of a company

- Design competition strategies, including costing, pricing, product differentiation, and market environment according to the nature of products and the market structures.
- Analyze real-world business problems with a systematic theoretical framework.
- Make optimal business decisions by integrating the concepts of economics, mathematics and statistics.

MS 107 - Accounting for Managers

Course Outcome: After completion of this course students will be able to

- Develop the essential ability of all managers, to use complex accounting information as a platform for decision-making.
- Build an increasingly sophisticated level of understanding of the language of accounting and its key concepts.
- Develop skills in interpreting earnings statements, balance sheets, and cash flow reports.

MS 109 - IT FOR MANAGERS

Course Outcome: After completion of this course students will be able to

- Use ICT for their professional needs. The students will have full knowledge of various IT tools that can be used to simplify their job.
- Identify the components of a computer system and demonstrate basic proficiency in commonly used applications.
- Create, design, and produce professional documents using word processing software (i.e., MS Word).
- Process, manipulate, and represent numeric data using the basic functions of spreadsheet software (i.e., MS Excel).
- Demonstrate strategies for merging and integrating source data from multiple applications.

MS 111 - Business Communication

Course Outcome: After completion of this course students will be able to

- Use persuasive and professional language in speech and writing in a better manner.

- Demonstrate advanced interpersonal communication, business etiquette and relationship building skills.
- Communicate effectively across cultures and to a wide range of different business audiences (managers, clients, customers, colleagues).
- Utilize constructive negotiation and conflict management skills.
- Embed ethical considerations in all communication modes.

MS 113 - Legal Aspects of Business

Course Outcome: After completion of this course, the students will be able to:

- Understand concept related to the legal aspects contractual rights, obligation, discharge of contract, remedies for breach of contracts, special contracts, Negotiable Instrument and its functioning.
- Understand Companies Act and its latest amendment for better decision making in the corporate world.
- Clarify the legal aspects pertaining to the various types of investment and role of SEBI and its roles and guidelines.
- Understand various legal provisions under the Sales of Goods Act, 1930 and Competition Act 2002 so that they will be in position to appreciate associated opportunities, risks and challenges and their relevance for managerial decisions.

MBA II SEMESTER

MS 102 - Management of Technology, Innovation and Change

Course Outcome: After completion of this course students will be able to

- Understand the issues around defining ‘technology’, ‘innovation’ and ‘innovation management’.
- Recognize the diversity of types of innovation, innovators and innovation settings.
- Understand the nature and extent of technological change and innovation.

- Critically assess and explain key current issues in our understanding of innovation as a field of study.

MS 104 - Financial Management

Course Outcome: After completion of this course students will be able to

- Enables students with knowledge and skills relating to finance concepts and models to understand the implications of the firm's activities on its finances.
- Analyze the role of time value and its use for valuing asset.
- Appraise different capital budgeting methods and their applications.
- Examine the working capital needs and financing of the firm.
- Have a thorough understanding of financial statements be able to evaluate and analyze cash flows statements.

MS 106 - Marketing Management

Course Outcome: After completion of this course students will be able to

- Understand the nature, scope and basic Marketing concepts and strategies
- Use marketing information and research to develop marketing strategies
- Describe Segmentation Targeting and Positioning strategies of a marketing organization
- Understand principles of ethics and social responsibility in marketing
- Appreciate strategies for Pricing and distribution of products and services
- Develop strategies for integrated communication system for organization's products and services
- Understand of emerging Trends and Issues in Marketing and ways to handle these
- Easily apply M banking system

MS 108 - Business Research Methods

Course Outcome: After completion of this course students will be able to

- Develop data analytics skills which would make them to carry out meaningful interpretation of the data sets. Such skills would help them to solve any business or research problem.

- Conduct research work for their summer internship and formulate research synopsis and report for research grant and further higher research like ph.d.
- Familiarize with Statistical packages such as SPSS and EXCEL.
- Adequate knowledge on various kinds of research, objectives of doing research, research process, research designs and sampling, measurement & scaling techniques, data analysis- and hypothesis testing procedures, and report writing.

MS 110 - Operations Management

Course Outcome: After completion of this course students will be able to

- Understand essence of Operations Management and how to leverage it for competitive advantage
- Understand all elements of supply chain in operations management and how efficiently it can be customized
- Understand the concept of lean management and apply it to Products and Services an organization render
- Understand the concept of quality management and its application in all spheres of Operations Management

MS 112- Human Resource Management

Course Outcome: After completion of this course students will be able to

- Develop the knowledge, skills and concepts needed to resolve actual human resource management problems or issues.
- Manage the employment relationship, which is a shared responsibility between employers, management, human resources specialists, and employees.
- Identify the human resources needs of an organization or department.
- Conduct a job analysis and produce a job description from the job analysis.
- Evaluate the procedures and practices used for recruiting and selecting suitable employees.
- Assess training requirements and design a successful orientation and training program.
- Discuss workplace health and safety programs and the roles of the employer and the employee in enforcing health and safety policies and procedures.

- Explain the responsibilities of management, HRM specialists, managers, and employees in managing the employment relationship in a unionized or a non-unionized environment.

MS 114 - E Business

Course Outcome: After completion of this course students will be able to

- Understand e-business applications in today's organizations
- Understand various E business models
- Understand Online payment methods
- Learn various E Marketing strategies.
- Understand the legal and ethical issues related to protection of IPR in Online business
- Understand the mobile commerce and its relevance for business.
- Understand and apply M-commerce framework and Mobile business models

MS 116 -Business Analytics

Course Outcome: After completion of this course students will be able to

- Understand Business Analytics tools that can be used for problem solving and decision making in firms.
- Understand the role of descriptive, predictive and prescriptive analytics in firms.

MBA III SEMESTER

MS 203 - Management of International Business

Course outcome: After completion of this course students will be able to

- Develop an understanding of nature and importance of International Business.
- Develop an understanding of various concepts of International Business and its management at all levels.
- Gain an insight on important modes of entry in international business.

MS 205 - Information Systems Management

Course Outcomes: After completion of this course students will be able to

- Develop an understanding of the global e- business concepts and the collaborations that are taking place.
- Have knowledge about it infrastructure & emerging technologies.
- To analyze global issues and challenges faced by organizations.

MS 207 - Entrepreneurship Development

Course Outcomes: After completion of this course students will be able to

- Understand concept of entrepreneurship and the process of entrepreneurial action.
- Knowledge of companies act and its latest amendment for better decision making in the corporate world.
- Clarity of the legal aspects pertaining to the various types of investment and role of SEBI and its roles and guidelines.
- Understand about the various legal provisions under the sales of goods act, 1930 and competition act 2002 so that they will be in position to appreciate associated opportunities, risks and challenges and their relevance for managerial decisions.

MS 211 -Consumer Behaviour

Course Outcomes: After completion of this course students will be able to

- Learn the concepts of consumer behavior
- Recognize and apply different consumer behavior models and theories
- Develop the acumen to analyze consumer behavior strategies deployed by different organizations
- Formulate and recommend strategies in different situations related to consumer behavior.

MS 215 – International Marketing

Course Outcomes: After completion of this course students will be able to

- Develop an understanding of major issues related to international marketing

- Develop skills in researching and analyzing trends in global markets and in modern marketing practice
- Assess an organization's ability to enter and compete in international markets.

MS 217 - Services Marketing

Course Outcomes: After completion of this course students will be able to

- Develop an understanding of nature and importance of service industry.
- Develop an understanding of various concepts of services and its marketing implications
- Gain an insight on important models of services

MS 221 – International Financial Management

Course Outcomes: After completion of this course students will be able to

- Demonstrate the understanding of international financial theory and applications pertaining to, e.g., exchange rate determinants, foreign exchange exposure, foreign direct investment, interest rate parity, and the balance of payment.
- Develop a frame of reference through which to identify, evaluate, and solve problems pertaining to international financial with or without complete information.

MS 223 - Financial Markets and Institutions

Course Outcomes: After completion of this course students will be able to

- Critically evaluate the historical development of regulations and supervision of financial markets for both banks based and market-based systems
- Explain Relationships and Differences Between Different Financial Market, Investment Strategies

MS 225 - Securities Analysis and Investment Management

Course Outcomes: After completion of this course students will be able to

- Assess the mechanics of various securities markets, mutual funds/investment companies, and the roles of investment bankers and brokers

- Calculate the expected rate of return from risky and risk-free investment portfolios
- Analyze portfolio theory, including measures of risk
- Discuss bond characteristics and compute bond prices and yields
- Identify hedge fund investment strategies
- Analyze lifetime savings plans and tax strategies

MS 233 – Industrial Relations and Labor Laws

Course Outcomes: After completion of this course students will be able to

1. Understand the evolution of industrial relations and the current status post the LPG era.
2. Comprehend the role of various acts in Industrial Relations: employers, employees and Government apart from the emerging players.
3. Acquire knowledge of various laws pertaining to an industrial establishment.
4. State the role of trade unions and the reasons and measures to resolve the industrial disputes.
5. Describe the prevalence of industrial relations in International context, in organizations interest trade unions and the future of Industrial relations.

MS 235 - Training and Development

Course Outcomes: After completion of this course students will be able to

- Provide development opportunities that enhance knowledge, develop skills and enrich the organization.
- Create, promote and foster an organizational environment that values development, diversity and growth opportunities for all employees.
- Provide individuals and the organization with the tools to respond effectively to customer needs as well as current and future demands for service.
- Provide ongoing leadership and support to the organization's succession efforts.
- Promote, support and leverage technology resources and tools to improve and enhance workflow efficiency and improve customer service.

MS 237 -Performance Management

Course Outcome: After completion of this course students will be able to

- Understand the objectives and importance of performance appraisal system in the organization. This will let the future HR managers to understand various methods of performance appraisal and how and where they need to be implemented. The students will be able to understand process of managing performance.
- Compare and contrast various organizational performance management programs and best practices and define attributes of effective performance management systems.
- Employ job-related performance standards and performance indicators that reflect the employees range of responsibilities.
- Assess how increased employee involvement can contribute to effective performance and coach employees to identify career paths and resources available to support individual development.
- Identify and communicate appropriate actions with employees (e.g. training and development, wage increase, promotion, bonus etc.) based on their performance strengths and weaknesses.

MS 243 – Enterprise Systems

Course Outcome: After completion of this course students will be able to

- Classify different processes of the organization and relationship among all processes.
- examine systematically the planning mechanisms in an enterprise, and identify all components in an ERP system and the relationships among the components;
- describe the Generic Model of ERP and General ERP Implementation Methodology.

MS 247 – Database Management Systems

Course Outcome: After completion of this course students will be able to

- Be familiar with a commercial relational database system (Oracle) by writing SQL using the system.
- Be familiar with the relational database theory and be able to write relational algebra expressions for queries.

- Be familiar with basic database storage structures and access techniques: file and page organizations, indexing methods including B-tree, and hashing.

MS 253 – - Export, Import Policies, Procedures, and Documentation

Course Outcome: After completion of this course students will be able to

- Manage the export and import functions effectively and efficiently.
- Understand Export procedures and assessment of export opportunities and international markets analysis.
- Selecting and entering international markets for export.
- Contacting and dealing efficiently and effectively within the environment of multinational cultures.
- Develop and implementing export plans and programs effectively.
- Apply payment methods and financing in the area of exports
- Acquainting with documents and logistics system in export and import

MS 257 – International economics

Course Outcome: After completion of this course students will be able to

- Be familiar with the main economic theories and models of international trade,
- Be aware of the likely distributional consequences of trade and thus of conflicting interests within an economy regarding trade liberalization,
- Understand economists' arguments concerning trade policy and its analysis,
- Be able to apply economic reasoning to issues of the day surrounding globalization,

MBA IV SEMESTER

MS 204 - Business Intelligence and Applications

Course Outcome: After completion of this course students will be able to

- Understand and describe the concepts and components of Business Intelligence
- Apply different Business Intelligence tools for effective decision-making which are used to analyze an organization's raw data.

- Understand the use of the technologies and tools that make up BI (e.g. Data warehousing, Data reporting and use of Online analytical processing (OLAP)).
- Understand how business analytics can be used in business development
- Identify the drivers and inhibitors of effective Knowledge Management practices to promote innovation and improving project management business practices

MS 206 - Strategic Management

Course Outcome: After completion of this course students will be able to

- Develop the analytical framework used for evaluating business strategies.
- Identify future marketing opportunities and their exploitation;
- Build the skills in students to formulate strategies as well as implement it in order to shape the company's functioning.
- Inculcate functional skills and participative management style in students.
- Allocation and utilization of physical and financial resources to the identified opportunities.

MS 208 - Corporate Social Responsibility, Human Values and Ethics

Course Outcome: After completion of this course students will be able to

- Analyze the role and implementation of ethics, human rights, governance, employee engagement, community investment, stakeholder engagement, environmental responsibility, diversity and inclusion strategies etc.
- Analyze CSR under 'business responsibility report' (BRR), as mandated by securities and exchange board OF INDIA (BRR) and 'national voluntary guidelines on social, environmental and economic responsibilities of business' (NVGS), as released by the ministry of corporate affairs, finding out the best practices, understanding the logistic processes in a firm, etc.
- Examine the steps for measurement and reporting with reference to guidelines like the global reporting initiative.
- Consider the material issues in reporting sustainability and CSR.

MS 210 - Project Management

Course Outcome: After completion of this course students will be able to

- Comprehending the scope, cost, timing, and quality of the project, at all times focused on project success as defined by project stakeholders.
- Understanding the Alignment of a project to the organization's strategic plans and business justification throughout its lifecycle.
- Identification of project goals, constraints, deliverables, performance criteria, control needs, and resource requirements in consultation with stakeholders.
- Implementation of project management knowledge, processes, lifecycle and the embodied concepts, tools and techniques in order to achieve project success.

MS 212 – Retail Management

Course Outcome: After completion of this course students will be able to

- Evaluate current retailing trends based on consumer, legal and competitive environments.
- Identify various retail opportunities and evaluate the strategies associated with each type of opportunity.
- Distinguish and characterize the factors and management tools that retailers consider and use when developing their merchandise mix.
- Assess current Canadian retail practices in their ability to respond to environmental trends.

MS 214 - Advertising & Brand Management

Course Outcome: After completion of this course students will be able to

- Examine advertising and its functions in relation to brand success
- Critically evaluate how creative concepts and executions will contribute to brand success
- Analyses advertising and branding techniques and apply them to a variety of different issues
- Work effectively in teams to analyses and prepare presentations on advertising and brand management issues
- Participate in the development of creative solutions to address advertising and marketing communications challenges

MS – 220 Strategic Financial Management

Course Outcome: After completion of this course students will be able to

- Evaluate real world issues and problems faced by the financial manager, by being able to select appropriate financial techniques.
- Expose the students to actual financial decision-making situations so that they analyze financial data and provide a decision on a course of action that is in the best interest of firm's shareholders.
- Explain how financial management relates to general corporate policy.
- Assess in analyzing and accounting of risk in the decision-making process.
- Develop a strategic perspective to financial decision-making.

MS 222 - Mergers, Acquisitions and Corporate Restructuring

Course Outcome: After completion of this course students will be able to

- Explain the rationale behind the use of mergers and acquisitions strategies by a firm's managers and understanding the key pitfalls and suggestions for ensuring the long-term success.
- Understanding of the concepts and principles of financial valuation and negotiation in relation to managerial decision-making.
- Apply industry-accepted valuation methods (DCF, relative valuation etc.) to analyze international merger, acquisition and related transactions.
- Utilize appropriate negotiation and persuasion techniques for a given negotiation situation to achieve desired outcomes.
- Students will be able to work as part of an effective team to prepare a financial valuation and a negotiation plan.

MS 228 - Strategic Human Resource Management

Course Outcome: After completion of this course students will be able to

- Explain the feasibility and nature of the link between business strategy and HR strategy.
- Outline the key areas of Strategic Human Resource Management including commitment and engagement, organizational design, performance management, learning and development, international HR practices, and organizational culture.
- Describe key aspects of forecasting the human resources needs of an organization.
- Appraise the job analysis procedure and competency audit required for strategic HRM.
- Outline motivational techniques and feedback strategies that help employees reach professional and organizational goals.
- Evaluate the basic principles to manage and motivate employees using strategic HRM principles and practices.

MS 230 - Organizational Development

Course Outcome: After completion of this course students will be able to

- Understand the principles of OD located in human relations school of management;
- practice of action research in OD;
- understand small group theory, group dynamics, teams and team building and their application in OD;
- OD interventions at group and organizational level.

MS 238 -Software Project Management

COURSE OUTCOME: After completion of this course students will be able to

- Understand the various concepts, techniques, tools and issues related to Software Project Management.
- Develop Lifecycle, related risks in software projects, strategies to handle risk will provide insight for handling the projects efficiently.
- Understand of the necessary concepts will boost the capabilities of the students to manage the software project as per the need of the organization.

MS 244 - Global Competitiveness and Strategic Alliance

Course Outcome: After completion of this course students will be able to

- Understand the Strategic Management process in a dynamic and competitive global environment.
- Understand concept of competitiveness and its various approaches which would clarify the intricacies of the business within the country and cross borders.
- Build the analytical skills among the students through case study analyses.
- Understand the dynamics of competition and different levels of competitiveness.
- Understand the contribution of Government policies, quality management, and human capital of a country in building its competitiveness.
- Understand various strategic options available and various strategies to improve competitiveness.